

COMMUNICATIONS COUNCIL MEDIA UNIVERSITY  
AMU 421: DIGITAL FRIENDLY MEDIA RELATIONS  
MODULE ONE: THE CHANGING LANDSCAPE OF NEWSROOMS

**Additional Course Resources**

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I. Examples

Links in this section were referenced throughout the presentation slides (in order of initial appearance).

“What ISIS Really Wants” by Graeme Wood, The Atlantic:

<http://www.theatlantic.com/features/archive/2015/02/what-isis-really-wants/384980/>

“16 Things I’ll Miss About Congress” by Michele Bachmann, BuzzFeed:

<http://www.buzzfeed.com/michelebachmann/16-things-ill-miss-about-being-in-congress-fydw>

“What is Network Neutrality” by Timothy B. Lee, Vox: <http://www.vox.com/cards/network-neutrality/whats-network-neutrality>

“Janet Yellen’s Dashboard” by Hutchins Center on Fiscal and Monetary Policy, Brookings Institution:

<http://www.brookings.edu/research/interactives/2014/janet-yellens-dashboard>

“The Ultimate Washington Wonk” quiz by Josh Kraushaar, National Journal:

<http://www.nationaljournal.com/magazine/the-ultimate-washington-wonk-quiz-20150306>

“How Would You Die in Game of Thrones?” quiz by HBO’s *Game of Thrones* and BuzzFeed:

<http://www.buzzfeed.com/hbogameofthrones/how-would-you-die-in-game-of-thrones#.pbgdj1Yjj>

“What’s Your Actual Age” assessment by RealAge (sponsored by ShareCare): <http://www.realage.com/>

“7 Pictures That Will Restore Your Faith in Humanity” by Nedhardy.com:

<http://nedhardy.com/2011/09/28/7-pictures-that-will-restore-your-faith-in-humanity/>

“21 Pictures That Will Restore Your Faith in Humanity” by Jack Shephard, BuzzFeed:

<http://www.buzzfeed.com/expresident/pictures-that-will-restore-your-faith-in-humanity#.woDY4NK44>

“The Explosive, Inside Story of How John Kerry Built an Israel-Palestine Peace Plan – and Watched It Crumble” by Ben Birnbaum and Amir Tibon, The New Republic:

<http://www.newrepublic.com/article/118751/how-israel-palestine-peace-deal-died>

“Can We Guess If You’re Liberal Or Conservative” quiz by Javier Moreno, BuzzFeed:

<http://www.buzzfeed.com/javiermoreno/are-you-liberal-or-conservative#.thXPQwmQQ>

“Are You Ready to Retire” assessment by Government Executive (in conjunction with Government Business Council): [http://cdn.govexec.com/media/gbc/docs/fltc\\_retirement\\_infog\\_final2.pdf](http://cdn.govexec.com/media/gbc/docs/fltc_retirement_infog_final2.pdf)

“The best place to work after 50? NIH, says AARP” by Mark Miller, Chicago Tribune:  
[http://articles.chicagotribune.com/2013-06-17/news/sns-rt-us-column-miller-bestplacestoworkbre95gogf-20130617\\_1\\_nih-older-workers-yourencore](http://articles.chicagotribune.com/2013-06-17/news/sns-rt-us-column-miller-bestplacestoworkbre95gogf-20130617_1_nih-older-workers-yourencore)

“Why NPR is the Future of Mainstream Media” by Josh Catone, Mashable:  
<http://mashable.com/2009/06/03/npr/>

“The Ascent: Political Destiny and the Makings of a First Couple” by Netflix’s *House of Cards* and The Atlantic: <http://www.theatlantic.com/sponsored/house-of-cards/the-ascent/271/>

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## II. Further Reading

Articles and websites in this section provide alternate perspectives, additional data and information that complement our presented material.

**Here’s Who Wins March Madness in the Classroom**, by Sean Gregory and Dave Johnson, Time:  
<http://time.com/3745396/march-madness-classroom/>

**7 million Americans have diabetes but don’t know it, study finds**, by PhRMA and The Washington Post: <http://www.washingtonpost.com/sf/brand-connect/wp/enterprise/more-than-7-million-americans-have-diabetes-yet-many-cases-are-undiagnosed-study-finds/>

**Moving a Growing Economy**, by Edward R. Hamberger, President and CEO of the American Association of Railroads (sponsor content for the Washington Post): <http://www.washingtonpost.com/sf/brand-connect/wp/enterprise/moving-a-growing-economy/>

**The Full New York Times Innovation Report**, by Jason Abbruzzese, Mashable:  
<http://mashable.com/2014/05/16/full-new-york-times-innovation-report/>

**96 percent of users who start BuzzFeed sponsor quizzes finish them**, by Matt Van Hoven, Digiday:  
<http://digiday.com/publishers/buzzfeed-quizzes/>

**BuzzFeed’s New Strategy: Fishing for Eyeballs in Other People’s Streams**, by Peter Kafka, re/code:  
<http://recode.net/2015/03/16/buzzfeeds-new-strategy-fishing-for-eyeballs-in-other-peoples-streams/>

**State of the News Media 2014**, by Amy Mitchell, Pew Research Center:  
<http://www.journalism.org/2014/03/26/state-of-the-news-media-2014-overview/>

**The newsonomics of Gannett’s “newsrooms of the future,”** by Ken Doctor, NiemanLab:  
<http://www.niemanlab.org/2014/08/the-newsonomics-of-gannetts-newsrooms-of-the-future/>

**The influence of the web**, by Pew Research Center’s Journalism Staff:  
<http://www.journalism.org/2008/07/21/the-influence-of-the-web/>

**‘We Were Arrogant’:** Interview with New York Times Editor Baquet, by Isabell Hulsen and Holger Stark, Der Spiegel: <http://www.spiegel.de/international/business/spiegel-interview-with-chief-new-york-times-editor-dean-baquet-a-1014704.html>

**Trends in Newsrooms #4: Analytics – when data drives the newsroom**, by Federica Cherubini, WAN-IFRA: <http://blog.wan-ifra.org/2014/07/16/trends-in-newsrooms-4-analytics-when-data-drives-the-newsroom>

**Cargo cults or Wright Brothers? Metrics can improve newsrooms but only if the culture is ready**, by Tony Haile (of Chartbeat), Gigaom: <https://gigaom.com/2013/09/08/cargo-cults-or-the-wright-brothers-metrics-can-improve-newsrooms-but-only-if-the-culture-is-ready/>

**Measuring Success in Social Media**, by Jon Gibs and Ken Allard, Huge, Inc: <http://www.hugeinc.com/ideas/report/social-roi>

**What You Think You Know About the Web is Wrong**, by Tony Haile (of Chartbeat), Time: <http://time.com/12933/what-you-think-you-know-about-the-web-is-wrong/>

**A mile wide, an inch deep**, by Ev Williams, Medium: <https://medium.com/@ev/a-mile-wide-an-inch-deep-48f36e48d4cb>

**BuzzFeed’s data offers hope that people read before they share**, by Sarah Kessler, Fast Company: <http://www.fastcompany.com/3036206/elasticity/buzzfeeds-data-offers-hope-that-people-read-before-they-share>

**Six BuzzFeed content tips you’ll love**, by Janice Cuban, This Moment: <http://www.thismoment.com/content-marketing-blog/buzzfeed-content-tips/>

**13 Lessons from Upworthy and BuzzFeed: Viral Content’s Secret Sauce**, by Kelsey Libert, HubSpot Blogs: <http://blog.hubspot.com/marketing/viral-content-lessons-buzzfeed-upworthy>